

Table 5. U.S. Retail Sales -- Total and E-commerce Sales¹: 2000 and 1999

(Estimates are based on data from the 2000 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 5A.)

NAICS code	Description	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		2000		1999		Total Sales	E-commerce Sales	2000	1999	2000
		Total	E-commerce	Total	Revised E-commerce					
	Total Retail trade	3,059,138	28,885	2,868,155	15,000	6.7%	92.6%	0.9%	0.5%	100.0%
441	Motor vehicles and parts dealers	816,651	4,624	779,967	1,794	4.7%	157.7%	0.6%	0.2%	16.0%
442	Furniture and home furnishings stores	91,352	(S)	85,129	(S)	7.3%	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	87,482	547	82,022	246	6.7%	122.4%	0.6%	0.3%	1.9%
444	Building materials and garden equipment and supplies stores	278,109	449	264,039	(S)	5.3%	(S)	0.2%	(S)	1.6%
445	Food and beverage stores	459,185	(S)	442,622	(S)	3.7%	(S)	(S)	(S)	(S)
446	Health and personal care stores	157,468	(S)	145,419	38	8.3%	(S)	(S)	0.0%	(S)
447	Gasoline Stations	244,450	(Z)	209,409	(Z)	16.7%	(Z)	(Z)	(Z)	(Z)
448	Clothing and clothing access.stores	167,541	262	159,888	86	4.8%	204.7%	0.2%	0.1%	0.9%
451	Sporting goods, hobby, book and music stores	78,120	420	74,045	262	5.5%	60.3%	0.5%	0.4%	1.5%
452	General merchandise stores	405,936	(S)	381,428	(S)	6.4%	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	109,000	392	105,742	251	3.1%	56.2%	0.4%	0.2%	1.4%
454	Nonstore retailers	163,844	21,649	138,445	11,768	18.3%	84.0%	13.2%	8.5%	74.9%
454110	Electronic shopping and mail order houses	109,933	21,430	92,921	11,719	18.3%	82.9%	19.5%	12.6%	74.2%

(S) Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

(z) Sales estimate is less than \$500,000 or percent estimate is less than 0.05%.

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html

¹ Estimates include data for businesses with or without paid employees.

Source: U.S. Census Bureau, 2000 Annual Retail Trade Survey (Revised May 2002)

Table 5A. Measure of Sampling Variability -- U.S. Retail Sales -- Total and E-commerce: 2000 and 1999

(Estimates are based on data from the 2000 Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 5.)

Estimates are based on data from the 2000 Annual Retail Trade Survey, are shown as percentages, and are associated with the estimates in Table 6.7

NAICS code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:				
		2000		1999		Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Revenue
		Total	E-commerce	Total	Revised E-commerce					
						Total	E-commerce	2000	1999	2000
	Total Retail trade	0.4	2.8	0.3	3.6	0.2	4.0	0.0	0.0	0.0
441	Motor vehicles and parts dealers	1.1	4.9	0.9	6.6	0.5	17.5	0.0	0.0	0.6
442	Furniture and home furnishings stores	1.3	(S)	1.2	(S)	1.0	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	1.0	13.9	0.7	14.0	0.9	15.4	0.1	0.0	0.2
444	Building materials and garden equipment and supplies stores	1.6	7.3	1.4	(S)	0.9	(S)	0.0	(S)	0.1
445	Food and beverage stores	0.6	(S)	0.4	(S)	0.3	(S)	(S)	(S)	(S)
446	Health and personal care stores	1.4	(S)	1.1	6.9	1.1	(S)	(S)	0.0	(S)
447	Gasoline Stations	2.1	(Z)	1.1	(Z)	1.6	(Z)	(Z)	(Z)	(Z)
448	Clothing and clothing access.stores	0.6	8.4	0.4	10.2	0.3	31.3	0.0	0.0	0.1
451	Sporting goods, hobby, book and music stores	1.0	16.2	0.7	11.7	0.6	20.6	0.1	0.0	0.2
452	General merchandise stores	0.2	(S)	0.1	(S)	0.1	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	1.5	18.0	1.2	19.2	0.8	31.7	0.1	0.0	0.2
454	Nonstore retailers	2.0	3.1	2.4	3.7	0.8	1.8	0.2	0.2	0.9
454110	Electronic shopping and mail order houses	2.4	3.1	2.9	3.7	0.7	1.9	0.3	0.3	0.9

(S) Corresponding estimate does not meet publication standards because of high sampling variability or poor response quality.

NA Not applicable

(Z) Estimate is less than 0.05%

Source: U.S. Census Bureau, 2000 Annual Retail Trade Survey (Revised May 2002)

Table 5. U.S. Retail Trade Sales - Total and E-commerce¹: 1998

(Estimates are based on data from the 1999 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 5A.)

NAICS Code	Description	Value of Sales		E-commerce as Percent of Total Sales	Percent Distribution of E-commerce Sales
		Total	E-commerce		
	Total Retail Trade	2,634,085	5,055	0.2	100.0
441	Motor vehicles and parts dealers	699,457	417	0.1	8.2
442	Furniture and home furnishings stores	78,574	(S)	(S)	(S)
443	Electronics and appliance stores	75,981	(S)	(S)	(S)
444	Building material and garden equipment and supplies stores	243,490	(S)	(S)	(S)
445	Food and beverage stores	421,579	(S)	(S)	(S)
446	Health and personal care stores	130,228	(S)	(S)	(S)
447	Gasoline stations	191,749	(Z)	(Z)	(Z)
448	Clothing and clothing accessories stores	149,442	12	(Z)	0.2
451	Sporting goods, hobby, book and music stores	69,456	(S)	(S)	(S)
452	General merchandise stores	351,796	(S)	(S)	(S)
453	Miscellaneous store retailers	99,803	(S)	(S)	(S)
454	Nonstore retailers	122,530	4,011	3.2	79.3
454110	Electronic shopping and mail-order houses	79,489	4,002	5.0	79.2

(S) Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

(Z) Sales estimate is less than \$500,000 or percent estimate is less than 0.05%.

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/westats.html

¹ Estimates include data for businesses with or without paid employees.

Source: U.S. Census Bureau, 1999 Annual Retail Trade Survey (Revised May 2002)

Table 5A. Measures of Sampling Variability - U.S. Retail Sales - Total and E-commerce: 1998

(Estimates are based on data from the 1999 Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 5)

NAICS Code	Description	Coefficient of Variation (%) for Value of Sales		Standard Error for Estimate of:	
		Total	E-commerce	E-commerce as Percent of Total Sales	Percent Distribution of E-commerce Sales
	Total Retail Trade	0.3	4.7	(Z)	NA
441	Motor vehicles and parts dealers	0.7	20.0	(Z)	1.2
442	Furniture and home furnishings stores	0.7	(S)	(S)	(S)
443	Electronics and appliance stores	0.7	(S)	(S)	(S)
444	Building material and garden equipment and supplies stores	1.1	(S)	(S)	(S)
445	Food and beverage stores	0.4	(S)	(S)	(S)
446	Health and personal care stores	0.6	(S)	(S)	(S)
447	Gasoline stations	0.9	(Z)	(Z)	(Z)
448	Clothing and clothing accessories stores	0.3	10.8	(Z)	(Z)
451	Sporting goods, hobby, book and music stores	0.6	(S)	(S)	(S)
452	General merchandise stores	0.1	(S)	(S)	(S)
453	Miscellaneous store retailers	1.1	(S)	(S)	(S)
454	Nonstore retailers	2.1	4.0	0.1	2.4
454110	Electronic shopping and mail-order houses	2.8	4.0	0.1	2.4

(S) Data do not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction should be used with caution and not be attributed to the Census Bureau.

(Z) Sales estimate is less than \$500,000 or percent estimate is less than 0.05%.

Source: U.S. Census Bureau, 1999 Annual Retail Trade Survey (Revised May 2002)